

**SERVICE IS HEART  
OF ROTARY, WHILE  
INTEGRITY IS ITS SOUL**

PRACTICAL DEMONSTRATION OF  
THE GOLDEN RULE ONE OF  
ITS PRINCIPLES

Member of Birmingham Club Tells  
Just Exactly What the Organiza-  
tion Stands For

(By Dr. P. H. Woodall, Birmingham,  
(Ala.) Rotary Club.)

Service is the heart of Rotary. Integrity is the soul of service. Service without integrity is a pretense.

As a Rotarian I should so jealously guard my integrity that my Rotary membership would be a guarantee of all confidence and trust.

Rotary is the practical application of the "Golden Rule" to business life. It should seep into my own life and gets this principle. My first thought must be to be honest and just; to put myself in the other man's place and to consider his side of any relation as though it were my own.

In those conditions which sometimes arise when discrimination must be made between what is legally permissible and what is morally right; and just, there is open to me as a Rotarian, one course—that of the greatest integrity.

There are certain practices which are neither morally right nor permissible in a strictly legal sense. These I must shun as a gentlemanly living beyond one's means, refusal to pay just debts, flying checks without adequate funds to meet them, trickery in business.

Obligations that do not exceed the limit of Rotary membership nevertheless I am under an obligation to fellow Rotarians that are not competing in all offices with whom I am associated.

No Rotarian is constrained to purchase my goods or to employ me in any capacity; but I am obliged to give to fellow Rotarians, and all others, the best service.

All the Rotating representatives for my calling I must strive to attain to the highest idea of accomplishment in that calling, and my Rotary obligation to all engaged in the same business as myself is that I shall employ no means other than those implied for serving in competing with them.

At Rotary meetings company managers are invited to maintain order and to be attentive to the presiding officers and general care.

**Rotarians Boost.**

Rotary achieves its mission. Those business men, your trade, your business men, your town, your state, your country, Rotary achieves real. Today, we're the first known in the history of the world. We all know what it is to gain and with the same for all the time—see, the P. League in the P. League.

**The Man Who Succeeds.**

If there is one who is capable of succeeding and fitted to achieve, it is the man who has abandoned the party dissensions and sectional views of his day, who is strong in the love of God and his kind, and who moves with fixed resolve the path of unwavering integrity and sterling virtue. Come All.

**PROGRESS DEPENDS  
ON CO-OPERATION  
THEREFORE ROTARY**

OLD IDEA THAT COMPETITION  
WAS THE LIFE OF TRADE HAS  
BEEN DISPELLED.

E. N. Farris Sets Forth Some of the  
Things That Rotary Means to a  
Community.

(E. N. Farris, Secretary C. C. Commercial  
Club.)

There can be no development, save  
out co-operation. This is one of the  
inseparable laws of nature. The more  
intimate, the more intense the coopera-  
tion, the greater the development in  
nature as well as in business.

"Competition is the life of trade" was  
the belief of men of business for cen-  
turies. With the dawn of the twentieth  
century, a new thought crept into the  
lives of men everywhere and spreading  
with the rapidity of thought, a broader  
vision opened before them and  
to them came the realization of the  
need of each other. In this came reali-  
zation that co-operation rather  
than competition was the safest comp-  
eration for all development.

Chambers of commerce, commercial  
clubs and business leaders which had  
prior to the awakening, existed only in  
the largest cities and whose mem-  
bership was confined generally to men in  
some particular or specific line of work  
were organized in bands as well as in  
city until now the communities without  
some such organization are much in  
the minority.

Then came systematization of the  
work and organized concerted effort  
toward greater development both in  
business and civic affairs.

About this time, too, Rotary, whose  
slogan is "service" and whose funda-  
mental principle is "the brotherhood of  
man" blossomed forth to work shoulder  
to shoulder with the commercial or  
civic organization in its work of construction  
—both organized to develop, both orga-  
nized to serve, both organized to  
co-operate, they stand, a David and Goliath,  
in the greatest effort of the ages.

City building, the one chief thing and  
protecting the business interests and  
where the civic welfare of their com-  
munity and fortune, indeed, the com-  
munity which bounds, of two such  
forces.

Development and progress blues the  
mind of organized commercial effort  
and Rotary. Where stood a few years  
past, the hamlet, now stands the developing  
city, a monument to that larger  
idea, that broader vision, co-operation.  
Brotherhood in Rotary or in commer-  
cial organization stands for commercial  
and civic integrity.

## All Things Should be Bought in Faith —Therefore They Should be Sold on Honor



We are Rotarians Doing Business on Rotary Principles

## WE BEG TO INTRODUCE YOU TO **KWIZ**

### A NEW TONIC BEVERAGE Just Placed on the Market

This product is made of cereal ingredients, and the chemical analysis shows the beverage to be non-alcoholic, non-intoxicating, no fermentation, containing no malt and highly carbonated. Every bottle that is used is first sterilized, and the goods themselves are pasteurized. There is probably no purer beverage known to science of producing foods and beverages for human consumption than "Kwiz." It is also rich in elements that sustain the body and has no trace of any deleterious ingredients.

### Here's the Proof:

used of the best quality, but the hygienic conditions under which it is produced, should make it a prime favorite where extreme purity and cleanliness in food products is demanded.

We give you below a chemical analysis, showing the constituent elements of Kwiz to be perfectly pure and wholesome. Not only are the ingredients

#### CHEMICAL ANALYSIS:

Total Extract (solids)	5.15 Per Cent.
Total Ash	0.16 Per Cent.
Water Soluble Ash	0.084 Per Cent.
Insoluble Ash	0.076 Per Cent.
Total Phosphoric Acid	0.010 Per Cent.
Total Sulphates in Beverage	0.035 Per Cent.
Total Sulphates in Ash	0.210 Per Cent.
Albuminoids (N-xb.25)	0.15 Per Cent.
ALCOHOL	0.00 Per Cent.
Specific Gravity of Distillate at 15.5 degrees C	1.00 Per Cent.
Total Free Acid (as Acetic)	0.072 Per Cent.
Volatile Acid (as acetic)	0.007 Per Cent.
Fixed Acid (as acetic)	0.065 Per Cent.
Total Sugar (as dextrose)	4.50 Per Cent.
Reducing Sugar	3.05 Per Cent.
Sugar by Barfoord's Solution	2.40 Per Cent.
Yeast Cells	1.00 Per Cent.
Dextrin	0.61 Per Cent.
Specific Gravity of Beverage at 15.5 degrees C	1.031 Per Cent.
Color of Beverage	Light Amber
Odor of Beverage	Hops Sugar
Taste of Beverage	Bitter Sweet
Starch	Absent
Carbon Dioxide (carbonated)	Present

#### REMARKS:

This beverage is non-intoxicating, has no alcohol and shows no evidence of fermentation. The beverage contains no malt and is highly carbonated.

Respectfully submitted,

KANSAS CITY TESTING LABORATORY.

By A. C. Lyon, V. P.

**Warning**—Kwiz is recommended to the most fastidious. It is exactly what we claim it to be—A Tonic Beverage—which contains no malt or alcohol.

We would warn the public against imitations which are put out under the guise of Hop decoctions and called a Soda Water beverage, but which distinctly state on the label that they contain a "trace of alcohol." This is done to fool the public. Kwiz contains no alcohol.

### **KWIZ is on Sale at All First Class Fountains, Fruit Stands, Soda Stands and Groceries**

KWIZ  
is  
Pure

KWIZ  
is  
Invigorating

KWIZ  
is a  
Body Sustainer

KWIZ  
is  
Good

KWIZ  
is  
Harmless

KWIZ  
is  
Wholesome

#### GUARANTEED BY

## Kelly Manufacturing Co.

(Incorporated)

Corpus Christi,

M. R. Kelly, President; W. E. Pope, Vice-President; C. J. Bonhrooyd, Secretary and Manager

Texas

## STATE FAIR PLANS TO ENTERTAIN TWO HUNDRED FARM BOY

EDUCATIONAL ENCAMPMENT  
BE DISTRICT FEATURE OF  
1918 MEET.

## GOOD TIME IS ASSURE

TULSA, Okla., May 28.—That the educational feature of this year's State Fair will be educational is now known. The efforts of the State Fair Board to interest the public in the educational features of the fair have been successful. The State Fair Board has decided to make the educational features the main attraction of the fair.

There is no more logical idea in connection with the State Fair than to interest the public in the educational features of the fair.

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